

Estella Baby Clothes & Unique Kids Clothes Announces Arrival of ADD & Other Designer Children's Clothes



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Press Release Author: Chike Chukwulozie

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Press Release Summary: Sales of Back to School Clothes, Fall & Winter Designer Children's Clothes & Baby Clothes Help Fight Hunger in Starving Children from Over 40 Countries Worldwide

Press Release Body: New York, NY – September 15, 2008 – **Estella**, a New York City & Online retailer of Baby Clothes, [Designer Children's Clothes](#) & [unique kids clothes](#), today announced the arrival of **ADD** and other designer children's clothing including baby onesies, pants, tops, sweaters, kids coats, girls dresses, unisex baby clothes, baby boy and baby girl clothes. Collections now available include those from Belgian edgy children's clothes designer **Max & Lola**, British children's clothing designer **Nicola Levy** and Italian children's outerwear by **ADD**.



Making its US debut at **Estella** this Fall is Italian designed kids fall coats and winter coats by **ADD**. This traditionally men's and women's fashion designer is now introducing its line of down kid's outerwear (kids vests and kids coats) to the US market at Estella. These children's outerwear pieces are light, warm and allow the skin to breath, all because they are filled with the finest down feathers available. So kids can run and play without worrying about warmth and comfort.

Also now available at **Estella** is another European children's clothing designer, **Nicola Levy**. Nicola Levy, a Physiotherapist turned fashionista, began her fashion career designing sweaters for major labels in the English and American women's-wear market. She did this until her first child was born. Shortly thereafter, she launched her baby knitwear line. Combining hands-on craft skills with her fashion sentiment, Nicola Levy creates beautiful handmade baby knitwear and children's sweaters. Handmade in the United Kingdom, each item is a labor of love, truly unique clothes for kids.



Max & Lola is another special line of European designer children's clothing. Designed by Belgian Kaatje Sandre, Max & Lola's Fall collection is, as usual, cutting edge and filled with personality. It combines unusual colors, fabrics and cuts in an unexpected yet complementary manner. None of her pieces are mass-produced, each piece is a work of art. Designed for the trailblazer who sets the trend rather than follows, this collection is vibrant, playful and well made.

"With everyone making baby clothing these days, European designers like Max & Lola, who think out of the box allow Estella to differentiate itself," said founder **Chike Chukwulozie**. *"With special pieces from them, Nicola Levy, ADD and our other designers, Estella offers consumers the best selection of unique kids clothing,"* added Mr. Chukwulozie.

With appearances in New York Magazine, Cookie Magazine, The New York Times, Elle Magazine, Dailycandy.com, CNN.com, Vogue, InStyle,

NBC's Today Show, Town & Country, US Weekly and numerous other publications, blogs and web sites, Estella is the leader in [baby clothes](#) and designer [Kids clothes](#). For more information on Estella or to start shopping for unique baby clothes and kids clothes, please visit <http://www.estella-nyc.com>.

About

Estella

Renowned as the source for cutting-edge kids clothes, Estella has quietly established itself as the [designer children's clothing](#) shop that celebrities, stylists, royalty and those in the know look to when they want something fresh. Featuring distinctive and unique baby clothes and [kids clothes](#) that are brought to life with modern designs, incredible detail, unusual colors and sumptuous fabrics, Estella's innovative approach offers gorgeous items selected for beauty and character. Founded in 2002, Estella is privately held and headquartered in New York, NY. For more information about Estella, please visit the company's web site at <http://www.estella-nyc.com>.

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Contact Details: Chike Chukwulozie

Founder

877.755.3553

contact@estella-nyc.com

493 Sixth Avenue

New York, NY 10011